



HOW MAGNETIC NORTH HELPED CHRIS COLLINS INCREASE HIS VISIBILITY, CREATE STEADY INCOME GROWTH, AND CREATE A VISION FOR THE FUTURE OF HIS BUSINESS

Chris Collins is a B2B SaaS copywriter who participated in Cohort 2 and 3 of Magnetic North Mastermind from July 2021 – June 2022, and is enrolled to participate in Cohort 4.

Challenges

Chris knew being in a mastermind was important for his business growth, but was looking for one that specifically included two main features: 1) feedback on his copy so that he could continue growing his skills and building his confidence, and 2) a customized and individualized approach that would help him grow his business in a way that was truly aligned with his interests, needs, and desires.

Solution

Chris joined Magnetic North, a 6-month mastermind that includes 1:1 business strategy sessions and unlimited support with business coach and veteran copywriter Amy Posner, a curated group of copywriters and other freelancers to collaborate with and learn from, and a focus on creating business growth that is 100% aligned with your unique vision.

Results

- ✓ Finally committed to being visible on social media & posting regularly
- ✓ Started a podcast that has over 20 episodes and counting
- ✓ Quadrupled his following on Twitter from 150 followers to 770+
- ✓ Increased his monthly income from \$5k to \$9-\$10k months
- ✓ Posting on LinkedIn has resulted in frequent inbound leads
- ✓ Created a vision for his business that's aligned with his truest goals

"Magnetic North has been very ROI positive for me. Amy is different from other coaches because she helps you figure out what's yours to do. She does a lot of listening and gets to know you to figure out how to help you build a business that's aligned with you. Most coaches don't take that time, but Amy does and that's what makes her special."

-Chris Collins

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TO LEARN MORE ABOUT HOW THE MAGNETIC NORTH MASTERMIND CAN HELP YOU CREATE A BUSINESS THAT **ALIGNS WITH YOUR UNIQUE GOALS**, GO TO [AMYPOSNER.COM](https://amyposner.com).